

a means for identifying relevant elements of said profile record, as modified by said user, with respect to said user searches query;

a means for calculating relevancy coefficients based on said recorded user ratings ratings of search results and said profile record, as modified by user;

a means for grouping said search result; and

a means for recalculating said coefficients based on said grouping of said search result.

### REMARKS

This Amendment is submitted and is responsive to the Official Office Action under the mailing date of October 8, 2002. The said Office Action, including the Examiner's Remarks and the cited references have been studied and this application has been reviewed in light of the Examiner's remarks and the interviews with the Examiner.

Applicant wishes to express his appreciation for the interviews with Examiner Pardo. During those interviews, the discussion was directed to amending the claims by adding essentially the following: upon terminating a display of search results to user, providing said user a questionnaire with at least one script using at least one form requesting an evaluation of said search results displayed to said user, from said user.

The allowance of Applicant's claims 1-36 is noted, with appreciation. The rejection, as being unpatentable over Chidlovskii et al, U.S. 6,237,590 in view of Herz, U.S. Patent 6,327,590, of Applicant claims 37 and 38, is also noted. Claims 37 and 38 have been amended and in their amended form or more positively avoid Chidlovskii or the combination of Chidlovskii and Herz.

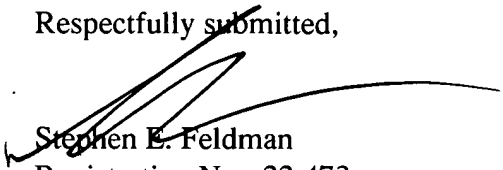
It is respectfully submitted that the invention defined in Claims 37 and 38 is patentably distinguishable over the references, and the claims are allowable.

Applicant requests a (1) one month extension of time. A check for \$55.00 is enclosed.

It is respectfully requested that this application be allowed and passed to the Issue Branch.

Please charge any additional fees to Deposit Account No. 06-0515.

Respectfully submitted,



Stephen E. Feldman  
Registration No. 22,473  
Attorney for Applicant

**Stephen E. Feldman. P.C.**  
**12 East 41<sup>st</sup> Street, Suite 701**  
**New York, New York 10017**  
**(212) 532-8585**



VERSION TO SHOW CHANGES WITH MARKINGS

RECEIVED  
FEB 03 2003  
Technology Center 2100

IN THE CLAIMS

Amend Claim 37 as follows:

(37) Amended A method for improving search engine efficiency using user feedback, comprising the steps of:

implementing a particular user query;  
displaying a search result of said particular user query to said user;  
permitting said user to review and evaluate said search result;  
upon terminating a display of search results to user, providing said user a questionnaire with at least one script using at least one form requesting an evaluation of said search result displayed to said user, from said user;

creating and modifying a profile record of said user consisting of demographic and psychographic data;

presenting said profile record of said user to said user for modification;  
recording user searches implemented in response to said user query;  
recording said evaluation as a user [ratings] rating of said search result;  
identifying relevant claims of said [user] profile record with respect to said user searches;  
calculating relevancy coefficients based on said [recorded] user [ratings] rating of said search result and said [user] profile record of said user, as modified by said user;

grouping said search results; and

recalculating [of] said relevancy coefficients based on said [recorded] user [ratings] rating of said search result and said [user] profile record of said user, as modified by said user;

grouping of said search result; and

recalculating [of] said relevancy coefficients based on said grouping of said search result.

Amend Claim 38, as follows:

38. (Amended) An apparatus form improving search engine efficiency using user feedback comprising:

a means for implementing a search in response to a user query;  
a display means for displaying a search result to said user query, for reviewing said search result and for evaluating said search result by said user, said display means including means upon

0

terminating a display of search results to user for displaying a questionnaire means to said user having at least one script using at least one form requesting an evaluation of said search result displayed to said user, from said user;

a means for creating and modifying a user profile record consisting a demographic and psychographic data;

a means for modifying said profile record by said user and for recording said profile record as modified by said user;

a means for recording said user [searches] query and for recording said evaluation of said search result of said user query, as a user rating of search results.

[a means for recording user ratings of search results;]

a means for identifying relevant elements of said profile record, as modified by said user, with respect to said user [searches] query;

a means for calculating relevancy coefficients based on said [recorded] user [ratings] ratings of search results and said profile record, as modified by user;

a means for grouping said search result; and

a means for recalculating said coefficients based on said grouping of said search result.